

Rack Rave

Friday, October 1

Follow these easy steps and rock your own personal runway!

1 Get the Paparazzi Treatment - 6PM

Be photographed on the red carpet with your friends and capture a Style Week memory. Download your picture by visiting [Facebook.com/IrvineSpectrumCenter](https://www.facebook.com/IrvineSpectrumCenter).

2 Eat – Drink – Stay – Love - 6PM

Enjoy bites from CPK, BoardWalk Bars and SweetSpot Bakers Workshop, plus drinks from SmartWater/Vitamin Water, Jarritos and more.

3 See Red Carpet Glam - 7PM

NIKOLAKI Design Spring 2011 Collection - *Project Runway* alum /TV Guide Network Red Carpet Correspondent Nick Verreos and designing partner David Paul wow the crowd.

CADILLAC COUTURE: Red Carpet Gowns - Fashion Institute of Design & Merchandising graduates interpret the luxury car brand's art and science design philosophy on the runway.

4 Enjoy Style Under the Big Top - 7:30PM

The fashion carnival for fashionistas. Check out these style stops:

Active Ride with Ezekiel Tent

- Prize Wheel - Spin and Win!
- Cupcakes and refreshments
- Ezekiel Holiday 2010 preview

Forever 21 Tent

- Trunk Show with Divine Rights of Denim
- "Style your Streetwear" styling station w/ photographer
- Raffle – Goodies Galore!
- Freeze Models

Macy's Tent

- Lipstick reader
- Fashion Tarot reader
- Lips & Blush by Chanel

Nordstrom Tent

- New Smokey Eye for Fall by MAC Cosmetics

Max Studio Tent

- Design Expert
- Enter to Win-Fall 2010 dress giveaway
- Henna ring or bracelet tattoo
- In-store reception at 9PM

Metropark Tent

- Hit + Run live screenprinting T-shirts featuring OBEY + Metropark designs (limited supply/first come, first served)
- Photobooth by Rony's Photobooth
- Pick up your Friends With Benefits 20% Off Offer
- Cupcakes

STYLEWEEK
ORANGECOUNTY®



September 27- October 3

A week of fashion-inspired events culminating with fashion shows and in-store events.

\$1,000 SHOPPING SPREE

Visit the Guest Services Kiosks or stores listed on the inside of the brochure during the week and you can enter to win a \$1,000 Irvine Spectrum Center shopping spree. No purchase necessary.

FIDM - Fashion Institute of Design & Merchandising Design School in Action

Open Sept 24-Oct 3 offering a behind the scenes look at the school including design classes, archival fashions, campus overview and more. Visit www.StyleWeekOC.com for a listing of events and hours of operation.

STYLISH REWARDS Sept 30-Oct 3

Receive a \$20 Irvine Spectrum Center Gift Card when you spend \$150 at any combination of Irvine Spectrum Center *QUALIFYING retail stores between Sept 30 and Oct 3 (while supplies last). When your receipts add up to \$150, visit the Guest Services Kiosk (near the Carousel) and receive a \$20 Gift Card.

Rules and restrictions apply. *For a list of qualifying stores or a list of rules and regulations please visit the Guest Services Kiosk near the Carousel.

THE PARK APARTMENT HOMES SPA LOUNGE

Stop by The Park Apartment Homes Spa Lounge outside Macy's and pick from your choice of eye brow treatment, paraffin nail dip, mini-pedicure or chair massage. Lounge will be open Oct 1, 5-9:30PM & Oct 2, 1-9:30PM.

FASHION SHOWS

All fashion shows are free to attend; first come/first served basis. Standing room also available to view shows. All shows take place in Giant Wheel Court.

FRIDAY, OCTOBER 1

6PM RACK RAVE

A party, fashion shows with NIKOLAKI & Cadillac and stylish fall vignettes. See back panel for a detailed listing of events at Rack Rave.

SATURDAY, OCTOBER 2

7PM NORDSTROM FALL 2010

A runway show highlighting the best fall trends, followed by in-store events and special offers for customers.

8PM CADILLAC COUTURE: Red Carpet Gowns

followed by...

NEEDLE & THREAD - DESIGN COMPETITION

Seven FIDM design graduates will compete to be showcased in the Ezekiel Spring 2011 Collection presented on the runway. A panel of industry & celebrity judges, including Nick Verreos, will select a winner.

INStoreevents

OCTOBER 1

Nordstrom Fits America - ALL DAY

Get a complimentary bra fitting from a certified fit expert. For every bra purchased, Nordstrom and participating lingerie brands will donate \$2 to the Susan G. Komen for the Cure® affiliate in your area. 949-255-2800

Nordstrom Beauty on Location - 10AM-7PM

Book an appointment to receive a complimentary, personalized makeup or skincare consultation from industry experts. 949-255-2800

FIDM - Design School in Action - 3:30-5:30PM

Watch a designer sketching and illustrating; draping a three-dimensional design; see the patternmaker uses sketches and draping to make the pattern; and observe the garment being assembled with an industry standard machine. 949-753-5180

Tilly's Happy Hour - 6-8PM

Tilly's will be Rockin' the House with a DJ, giveaways and coupons. 949-788-0781

Arte de Boutique Frankie B & Wildfox Trunk Show - 6-9PM

Check out the Frankie B & Wildfox Trunk Show. Plus, receive discounts on purchases, giveaways from Rock Revival and Local Celebrity (while supplies last), cupcakes and beverages. 949-788-0508

DC Shoes Rock & Raffle - 6-9PM

Enjoy a DJ from 6 to 9PM, but all day enter to win the "Fixie", a Fixed Gear Road Bike, used in the Gymkhana three music video infomercial featuring The Cool Kids. Purchases of \$50 or higher will automatically enter you in the raffle. 949-585-9521
No purchase necessary to enter. The winner of the raffle doesn't have to be present but will be chosen on Sun., Oct. 3.

Wet Seal - 6-10PM

Shop while enjoying \$50 gift card giveaways, live DJ, snacks and drinks. 949-450-0899

SALVATION - 7-10PM

Salvation welcomes You to be the designer. Come make it your own in the Customization Workshop where you can work 1 on 1 with our designers. DJ and refreshments. 949-753-1065

Max Studio.com | After Party & Style Expert Meet & Greet - 9-10PM

Style expert Ramona Gulbransen. Enjoy beverages and exclusive discounts on your purchase that night only. 949-450-1174

OCTOBER 2

Nordstrom Beauty on Location - 10AM-7PM

See Friday, October 1 listing for details.

Macy's Fall into Beauty - 11AM-5PM

Learn about the latest must-haves for fall cosmetics plus enter to win gift baskets of product from a variety of cosmetic lines. 949-341-9111

Nordstrom Havaianas Embellishment Event - 1-4PM

Stop by BP Shoes to create your own personalized pair of Havaianas with complimentary custom crystal embellishments with any purchase of Havaianas. 949-255-2800 ext. 1400

Macy's - 1-5PM

Visit the Impulse Department for the musical styling of DJ Jueles (1-5PM) plus visit a fit specialist to find your denim fit (1-4PM). Visit a Tarot card reader in Women's Fragrance (1-4PM). 949-341-9111

Torrid Fall Into Denim - 1-6PM

Shop and party with an in-store DJ, denim specialists, and live models posed in the windows for inspiration. 949-585-9380

FIDM-Design School in Action - 1-6:30PM

Meet well-known fashion designers and learn about how they made their mark in the fashion industry. FIDM instructors will give a behind-the-scenes look into the concept and production of a garment in the FIDM Design School in Action.

Quiksilver Boardriders Club - Pamper My Nails, Prep My Closet! - 1-7PM

Enjoy complimentary manicures by Orly along with shopping discounts, cupcakes, beverages and more! 949-753-5031

Arte de Boutique Rock Revival Trunk Show - 6-9PM

Don't miss the Rock Revival Men's & Women's Jeans Trunk Show and receive discounts on purchases, as well as giveaways from Rock Revival and Local Celebrity (while supplies last). Enjoy cupcakes and beverages while you rock to the music of DJ ADIT from Las Vegas. 949-788-0508

DC Shoes Rock & Raffle - 6-9PM

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Wet Seal - 6-10PM

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The Obey Take Over of Metropark - 7-10PM

Check-out the live wheat pasting installation by OBEY Giant, rare showing of OBEY's Shepard Fairey's Artwork, complimentary beverages, live DJ and cupcakes. 949-450-0766

SALVATION Girls Trunk Show - 7-10PM

Meet the Salvation design team and stylists who will share their inspiration behind the collection and personalize it for you. DJ and refreshments provided. 949-753-1065

Active Ride Needle & Thread After Party - 9-11PM

Walk the red carpet and meet Nick Verreos, *Project Runway* alum. Enjoy cupcakes, beverages, giveaways, shopping incentives and live DJ music. 949-753-0305

OCTOBER 3

Quiksilver Boardriders Club - Pamper My Nails, Prep My Closet! - NOON-6PM

Enjoy complimentary manicures by Orly along with shopping discounts, cupcakes, beverages and more! 949-753-5031

**CHECK ONLINE FOR MORE
STORE EVENT DETAILS AT
STYLEWEEKOC.COM**